

ORDER



Orders
Order / Rev: 164796
Alt Order #: 06844352
Product Desc: CROSSROADS GPS
Estimate: 368
Flight Dates: 08/23/12 - 08/30/12
Original Date / Rev: 08/21/12 / 08/22/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Ave Ste 306
 Towson, MD 21286-1002

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS NM
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 06/26/12
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	16	\$13,700.00	\$11,645.00
08/27/12	08/30/12	25	\$12,900.00	\$10,965.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	16	\$13,700.00	\$11,645.00	0.00
September 2012	25	\$12,900.00	\$10,965.00	0.00
Totals	41	\$26,600.00	\$22,610.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	20%	\$26,600.00
Market	100%	\$133,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	13%	\$17,290.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	22%	\$29,260.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	08/24/12	08/24/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	----F--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$850.00		0.00			
E 2	All	08/24/12	08/24/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	----F--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$400.00		0.00			
E 3	All	08/24/12	08/24/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	----F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$1,100.00		0.00			
E 4	All	08/24/12	08/24/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$900.00		0.00			
E 5	All	08/24/12	08/24/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$500.00		0.00			
E 6	All	08/24/12	08/24/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	----F--	:30	2	\$250.00	1	0.00	NM	2	\$500.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		2				\$250.00		0.00			
E 7	All	08/24/12	08/24/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	----F--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$350.00		0.00			
E 8	All	08/24/12	08/24/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$1,600.00		0.00			
E 9	All	08/25/12	08/25/12	Saturday Prime C Saturday Prime C	CM	Sa 9p-10p	-----S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LAW & ORDER:SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$1,200.00		0.00			
E 10	All	08/26/12	08/26/12	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$350.00	2	0.00	NM	1	\$350.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$350.00		0.00			
E 11	All	08/26/12	08/26/12	Meet The Press Meet The Press	CM	Su 9a-10a	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
MEET THE PRESS															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	08/26/12	08/26/12	Meet The Press Meet The Press	CM	Su 9a-10a -----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
MEET THE PRESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S				1	\$600.00		0.00			
E 12	All	08/26/12	08/26/12	News 4 @ 5p Sun News 4 @ 5p Sun	CM	Su 5p-530p -----S	:30	1	\$550.00	1	0.00	NM	1	\$550.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S				1	\$550.00		0.00			
E 13	All	08/26/12	08/26/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p -----S (6:00 PM-9:00 PM)	:30	3	\$1,600.00	1	0.00	NM	3	\$4,800.00
NFL PRE-SEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S				3	\$1,600.00		0.00			
E 14	All	08/27/12	08/30/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MTWT---	:30	2	\$850.00	1	0.00	NM	2	\$1,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				2	\$850.00		0.00			
E 15	All	08/27/12	08/30/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MTWT---	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				4	\$400.00		0.00			
E 16	All	08/27/12	08/30/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWT---	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				2	\$1,100.00		0.00			
E 17	All	08/27/12	08/30/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MTWT---	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				3	\$900.00		0.00			
E 18	All	08/27/12	08/30/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWT---	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				4	\$500.00		0.00			
E 19	All	08/27/12	08/30/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207aMTWT---	:30	8	\$250.00	1	0.00	NM	8	\$2,000.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				8	\$250.00		0.00			
E 20	All	08/27/12	08/30/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a MTWT---	:30	2	\$350.00	1	0.00	NM	2	\$700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	MTWT---				2	\$350.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 41 \$26,600.00